

The background of the slide features a dense forest of palm trees, rendered in a light, semi-transparent style. A solid yellow overlay covers the entire image, creating a warm, tropical atmosphere. The text is centered and layered over this background.

VISIT CALIFORNIA

What If

Treatment by: Eli Sverdlov

INTRO

I'm excited by the enormous potential for this beautiful, diverse, dynamic film. Above all I want this to be incredibly captivating and entertaining to watch, with a charming and alluring quality that creates a desire in viewers to visit California, to experience the breathtaking settings and fun activities we see in the film. Just as a great chocolate commercial gives you a visceral craving, people watching this spot will feel the need for a vacation straightaway, saying,

“Let's go to California!”

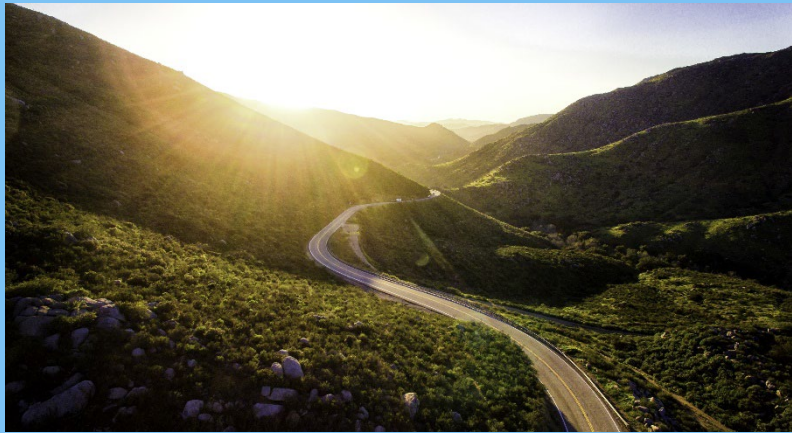


The message is that California is constant fun, full of beauty and vibrant energy. A place where you can indulge in all sorts of crazy activities, or simply feel peaceful and relax while admiring scenery that's beautiful and inspiring. So many things are quite close together, from beaches to mountains, from boisterous parties with pumping music to the utmost serenity where the only sound is the breeze and your own heartbeat.

The possibilities are endless and amazing. All you need to ask is,

"What if?"





NARRATOR & DIALOGUE

Leading us on this California journey is a beautiful, charming, versatile and very funny woman. She can be courageous, daring, outgoing. She never hesitates to taste more and more of the fun and pleasure of life. She wants to experience everything, including the beauty of doing nothing at all, and she enjoys every moment to the fullest.



The woman we cast needs to be talented, versatile actor, with the ability to deliver the text with a range of nuance, exuberance, cheekiness, intimacy, and free-spirited fun. As you've established so nicely in previous spots, her delivery is very much dependent on and influenced by her location, the activity she's involved in, and everything around her. In some cases she needs to shout (by a waterfall), take a breath (while skiing) or whisper (in the quiet of nature). At times she's close to camera, speaking intimately, and at other times she's farther away.



She's an explorer, an adventurer, someone we admire for her openness and embrace of new and daring exploits, and someone we relate to for her love of peace and calm. In short, she's all of us, and we love being on this California journey with her.

This versatile, up and down quality of performance is a trademark of these spots and a fun, recognizable element in the campaign that makes it so dynamic and engaging. We'll look for opportunities to make this clever and fun in terms of her performance, while always feeling grounded in the reality of the moment, the setting, and the activity she's enjoying.



SHOOTING APPROACH

Because of Covid and the situation in general, we won't be filming in all the actual locations. For some we will shoot on green screen, using plates as a background. I have enormous experience with this kind of shooting, so it goes without saying I will blend our talent seamlessly into the backgrounds, shooting in a way that the final result is totally believable. It feels like she was actually there, that we shot in this location, and she's blended completely, never layered or apart.

